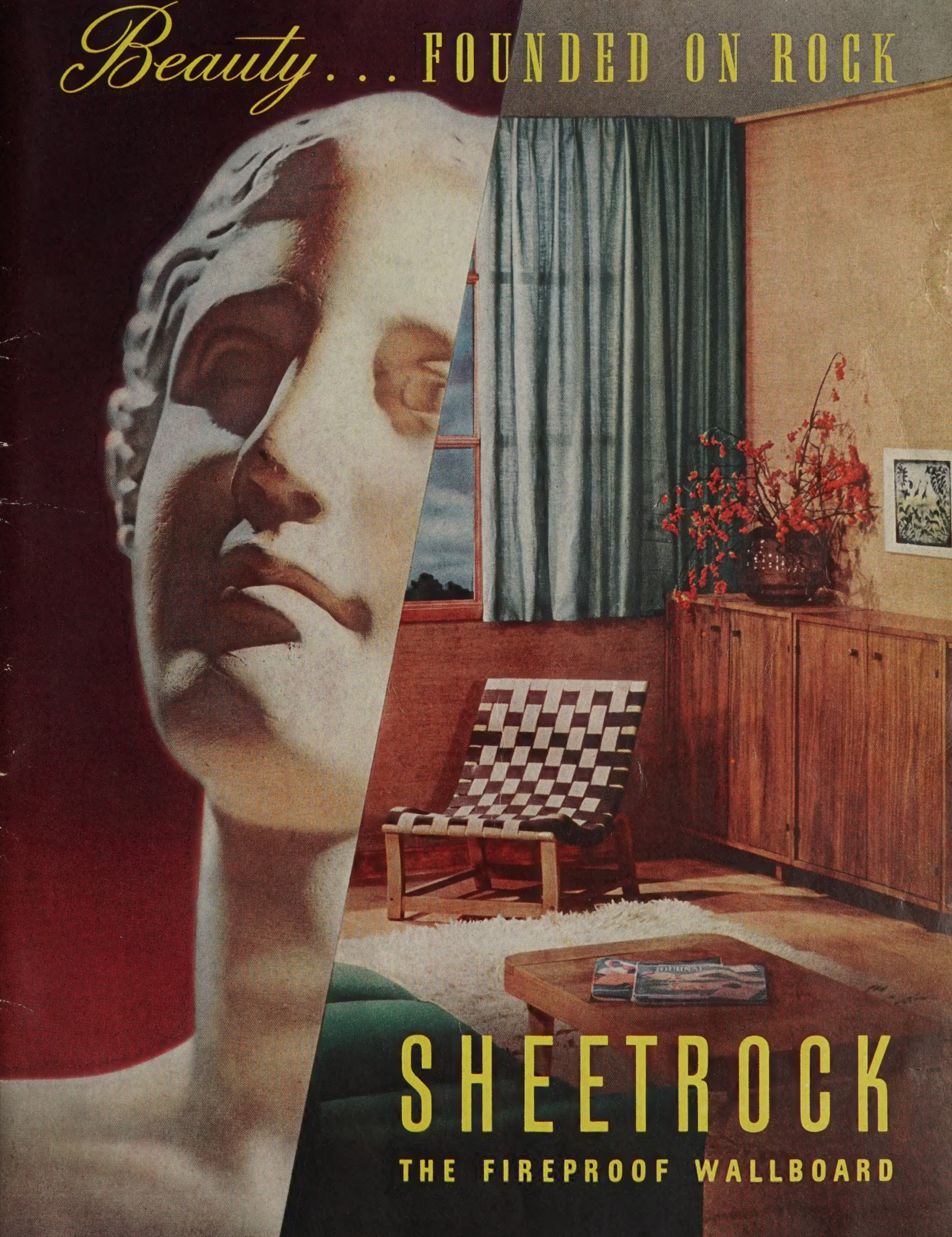
Beauty... FOUNDED ON ROCK



SHEETROCK

THE FIREPROOF WALLBOARD

TABLE OF CONTENTS

THE sections in this book are intended to help you quickly determine how Sheetrock* the fireproof wallboard, can solve your particular building or remodeling problems. Each of the six Sheetrock boards have been illustrated in the place for which they are intended. Advantages and application details have been included to help you judge the full value of Sheetrock for building permanent walls and ceilings with modern speed at low cost.

RESIDENTIAL

HERE, leading American architects and interior stylists have solved typical problems which exist in almost every old home. Quantities and materials used have been listed to help you determine the cost of remodeling your home. Full color illustrations show how well Sheetrock is qualified to build the finest or the most rustic residential interiors—in homes, cottages, hotels, cabins or lodges .... Pages 2 to 12

COMMERCIAL

WHEREVER business is conducted in stores, restaurants, offices, hotels, farms or factories, Sheetrock is used for beauty, fire protection and permanence. This section shows the great variety and application of Sheetrock for business interiors—the ease of making alterations at low cost—without disturbing routine or daily activity—and the versatile nature of the product for decorated, pre-decorated or undecorated requirements.....Pages 13 to 20

ADVANTAGES

THE very nature of Sheetrock with a fireproof heart of gypsum rock gives it durable features which are essential in modern building. But Sheetrock has additional qualities far beyond any similar product—exclusive advantages developed by research that make Sheetrock more than just a wallboard—but rather a pre-cast interior founded on rock.....Pages 21 to 26

APPLICATION

DESCRIPTIVE pictures in this section quickly show how Sheetrock is handled, applied, reinforced at its joints and decorated with any material. Explanations are brief but complete so that you will quickly know how your alterations can be made with the least muss, time and expense. .....Pages 27 to 33

*Reg. Trade-Mark

WB75—Copyright 1940, United States Gypsum Co.

UNITED STATES GYPSUM COMPANY

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MILWAUKEE
MINNEAPOLIS
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DALLAS
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BOSTON
ALBANY
BUFFALO
PHILADELPHIA
WASHINGTON
BALTIMORE
PITTSBURGH
CLEVELAND
CINCINNATI
INDIANAPOLIS
ATLANTA
BIRMINGHAM
CHARLOTTE

July 22, 1942

Dear Sir:

As a reader of the Practical Builder Magazine, we are sending you this copy of our Sheetrock Book.

With the need to rely upon repair and remodeling jobs for the duration, we felt that this book might prove to be a helpful source of ideas.

Keep in touch with your USG Dealer for literature and programs designed to help you sell repair and remodeling jobs for the duration.

Very truly yours,

UNITED STATES GYPSUM COMPANY

W. S. Mole

WSM:LL

Commodity Advertising Manager

Room Beauty...

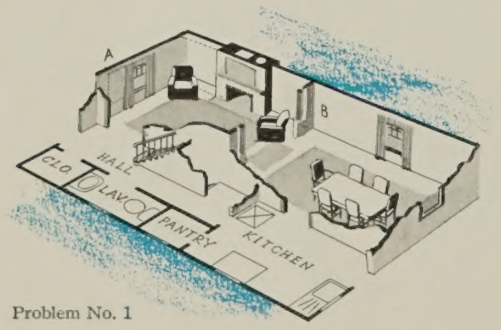
FOUNDED ON ROCK

HAVE you a "Problem Room" in your home, office, store, farm or factory, the kind that seems to elude your efforts to make it attractive? If so, this book may help you. Prominent architects and noted decorators have taken these typical incorrigibles, re-planned, re-styled and re-built them to show you how easily such rooms, reminiscent of horse-and-buggy days, respond to streamline design. All this may be done quickly, easily, and at low cost with Sheetrock, a wallboard with a face of beauty and a heart of rock. Out of this material, walls and ceilings are made. Old cracked walls are transformed into exciting, unmarred beauty—Sheetrock beauty—as fire-proof as rock—as enduring as Grecian statuary carved in rock two thousand years ago and handed down to us. You will find this a practical book. It not only suggests things but shows how they may be carried to completion. Materials, quantities and costs are given, based on the Chicago area to help you plan, visualize and estimate your own requirements. U S G dealers in your community are qualified to give you accurate Sheetrock and building costs.

SHEETROCK FOR LIVING ROOMS

THIS "heart-of-the-home"—how important it is! Aren't there some things you yearn to do to meet the tempo of these times? Maybe you'd like the door and window openings changed for better light or furniture placement. Maybe you'd like cabinet space for storing games 'n' things—a modern mantel and fireplace or a room that needs less straightening up. Why not? With Sheetrock—things you want to do—come true. Rooms become more flexible and improvements are quickly made with little expense, muss or fuss.

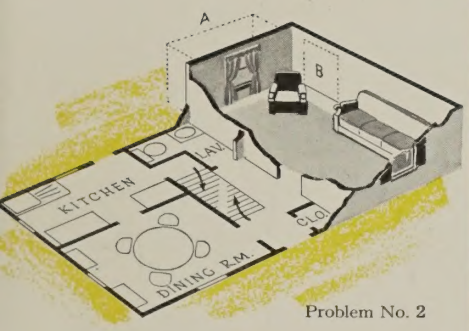
Chair by Dunbar Furniture Mfg. Co.



Problem No. 1

PROBLEM No. 1—Given an old-fashioned, 10 x 12 ft. living room and a 10 x 10 ft. dining room—combine them into a modern example of spacious, gracious living. *Solution by noted architects and decorators*—Throw the two rooms together, move windows to lighter exposures (A), admit light through glass partition (B). Get an overall expanse of 22 ft. as illustrated above. Joints concealed with Perf-A-Tape and walls decorated with Texolite. This required a total of 660 square feet of Sheetrock. Total cost of labor and material 10½c per square foot.* Fabrics and furnishings are readily available.

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.



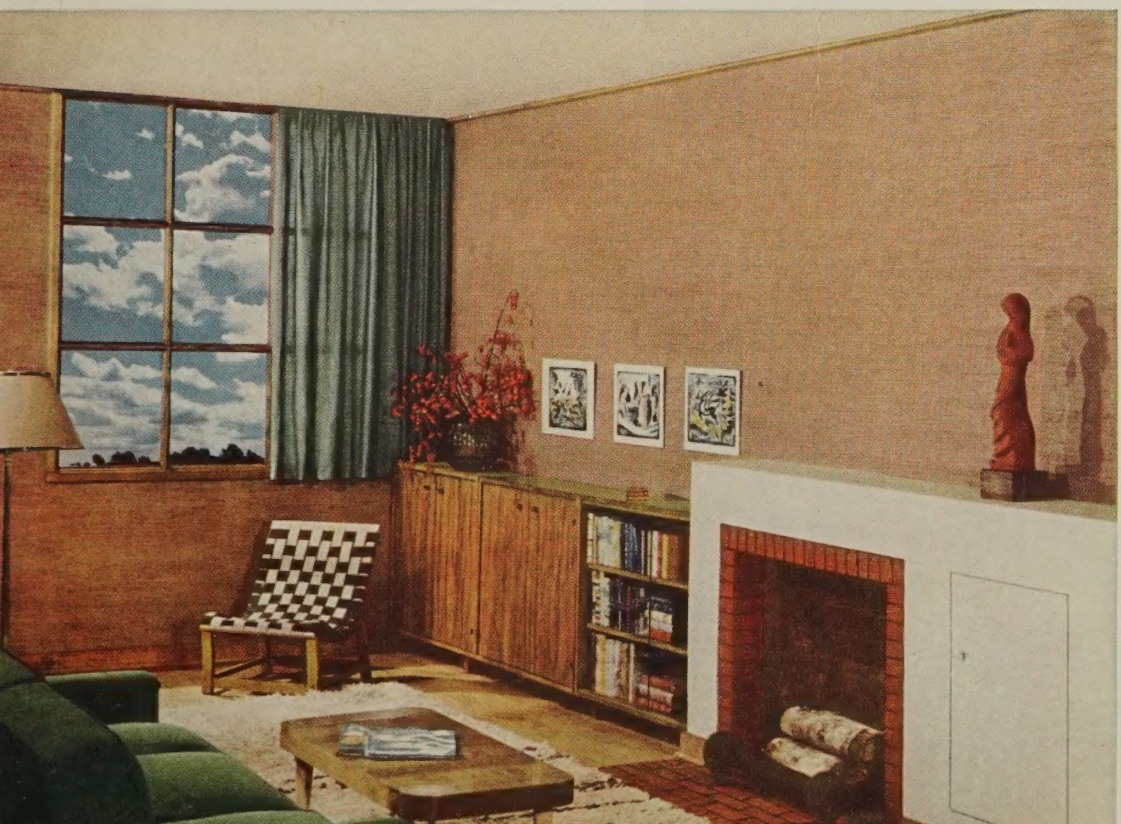
Problem No. 2

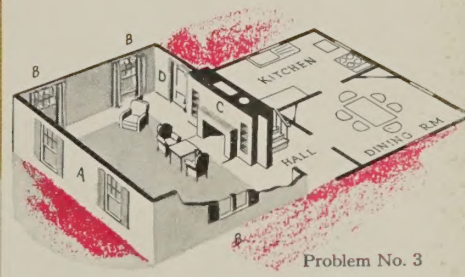
Furniture by Dunbar

Problem No. 2—Change dark, cheerless, cramped quarters into a living room with more room for living. *Solution*—Add a sunny 6 x 12 ft. bay (A). Provide a niche for the Regency bookcase (B), and there you have the Regency Room shown above. Walls and ceilings are of Sheetrock with Perf-A-Tape joint concealment, covered with flowered wallpaper. This required 800 sq. ft. of Sheetrock. Total cost, labor and materials, 11c per square foot.* Furniture and furnishings shown are carried at most good stores.

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.

Problem No. 3—Rearrange a living room that's always in a clutter, to bring a better-ordered scheme of things and living. *Solution*—Close up a window that opened against a neighbor's wall (A). Provide a modern feature window that lets the sun look in and lets you look out (B). Simplify the fireplace design (C). Provide space for handy cabinets and bookshelves (D). This room, designed for modern effortless living, is shown below. Sheetrock walls are Perf-A-Taped to conceal joints, and hung with grasscloth. All this required 600 sq. ft. of Sheetrock at a cost of 13c per square foot for labor and materials.*



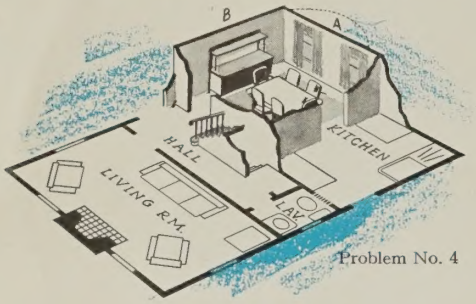


Problem No. 3

Sofa by Dunbar. Table, bookcases and chair by Herman Miller Furniture Co.

SHEETROCK FOR DINING ROOMS

ENTERTAINING in a crowded dining room seems like inviting Gulliver to a banquet in the Land of Lilliput. Oh, how you long for *more* dining room—or for better door and window arrangement—or more convenient space for linens, furniture, serving and guests—or for escape from dull, drab walls. Why should you delay another day? All these things may be accomplished with Sheetrock—with little expense.

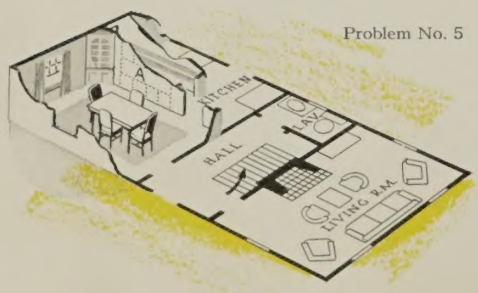


Problem No. 4

PROBLEM No. 4—Change a gloomy old dining room into a roomy new entertainment center with space to relax and a place for napery and silver. *Solution*—Provide a hospitable bay which brings generous space and light into play (A). A built-in buffet simplifies serving and storing (B). Sheetrock walls and ceilings, with Perf-A-Tape joint concealment, are covered with wallpaper reminiscent of old New Orleans. To effect this change, shown above, required 460 sq. ft. of Sheetrock. Total cost of labor and materials 11½c per square foot.*

PROBLEM No. 5—To make kitchen and dining room work hand in hand to save your steps. See also picture at right below. *Solution*—Do away with butler's pantry and make opening directly from kitchen preparation table to dining room drop-leaf serving table (A). This will serve for hasty breakfasts or a midnight feast. This improvement required 424 sq. ft. of Sheetrock, finished with Perf-A-Tape joint concealment and painted with Texolite. Total cost of labor and materials 10⅓c per square foot.*

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.



Problem No. 5

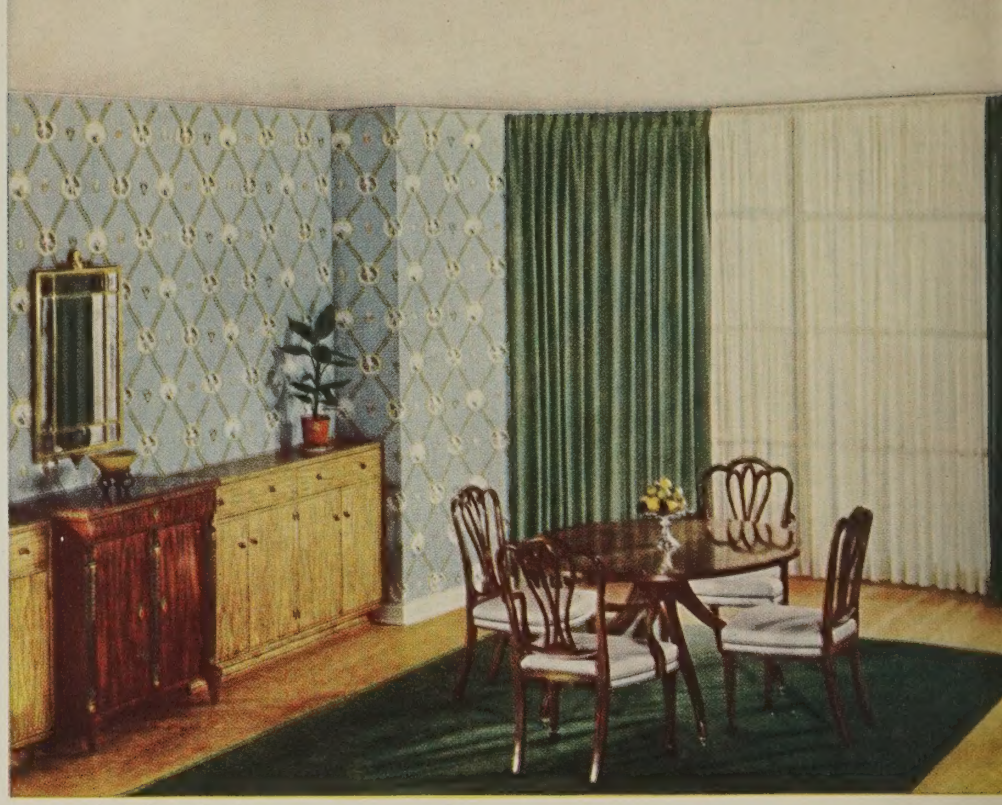
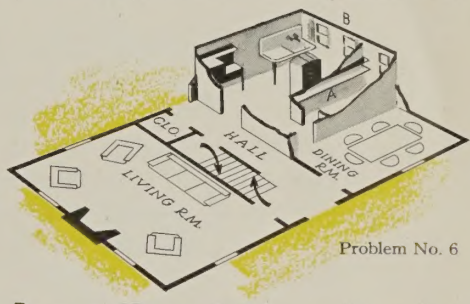


Table and chairs by Dunbar

Furniture by Dunb

SHEETROCK FOR KITCHENS

MAKE the kitchen your servant—designed to help, not hinder. Save steps, time—add hours to your day. Serving and cooking centers well located, ample storage and well-planned arrangement contribute to efficiency—and don't forget many windows make light work. If yours is a cantankerous old kitchen—*away with it now*. Replace cracked or wrinkled walls with smooth surfaces or gleaming tile effects. Put a different complexion on your kitchen with Sheetrock.

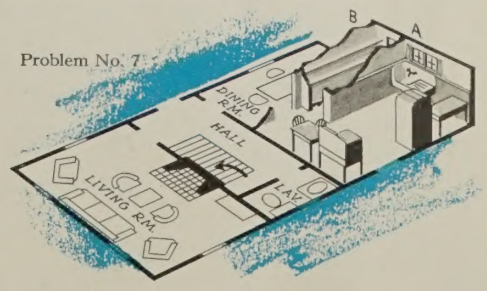


Problem No. 6

PROBLEM No. 6—To plan a kitchen that helps serve easier, store more, save time and steps. *Solution*—Change old pantry space into U-shaped kitchen with serving and preparation centers efficiently located (A). Bring in an outside viewpoint with windows framing flowers and sky (B). Fixtures and cabinets by Crane. Refrigerator and range by General Electric. Walls by Sheetrock in enameled tile effect—Sheetrock ceilings painted or enameled. This required 300 sq. ft. of Sheetrock tile and regular Sheetrock. Total cost of labor and materials 16½c per square foot.*

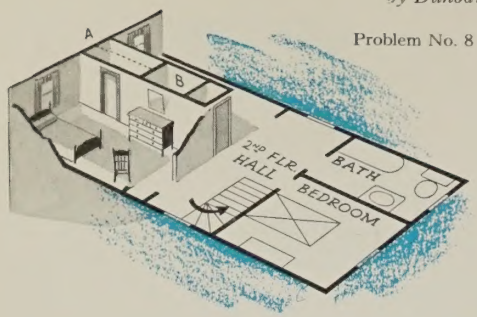
PROBLEM No. 7—Kitchen side of Problem No. 5 (*at left*). To bring the kitchen within arm's reach of the dining room. *Solution*—Change the dead-end butler's pantry (A) into a connecting cupboard and service opening (B), giving service the "green light"—saving foot traffic. This shows how you bring new happiness within reach, using a tile Sheetrock, in glistening enamel. Total cost of labor and materials 18½c per square foot.* Cabinets and sink by Crane.

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.



Problem No. 7

Bench and chair by Dunbar



Problem No. 8

SHEETROCK FOR BEDROOMS

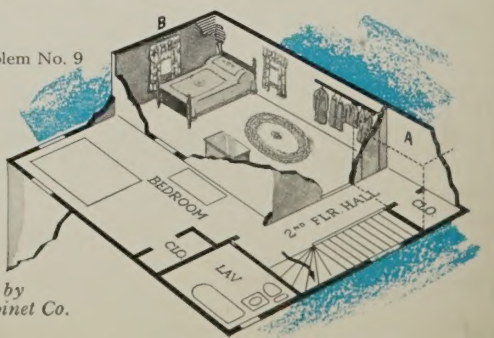
IT takes wide-awake planning to provide sound sleeping quarters. A place must be allowed for furniture, in relation to draftless ventilation. Twin closets give both man and woman a space to call their very own. Storage for linens and accessories saves unnecessary time and steps. Quiet, restful color schemes invite repose. To this scheme of things Sheetrock contributes beautiful wall and ceiling surfaces that are founded on rock—so that no one even dreams of fire.

PROBLEM NO. 8—Change closets in adjoining rooms into wardrobes with double doors and two-party divided closet space. *Solution*—Arrange closets (A) to accommodate more garments in a given area. Luggage, hat compartments and drawers are provided. Closet (B) could then be a private bath. This is good news to married men who gladly share their lives with their wives, but prefer their clothes separated. New walls and ceilings required 400 sq. ft. of Sheetrock. Complete cost, including wardrobes, 12½c per square foot.*

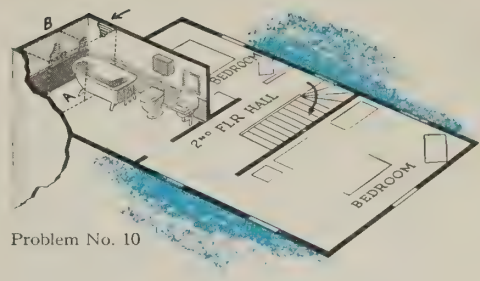
PROBLEM NO. 9—To combine redecoration with better arrangement and add a closet. *Solution*—Change the location of doorway. Use waste space (A) to provide storage for clothes and linens. Sheetrock is applied over old cracked walls (B) with panel strips. The improvement required 712 sq. ft. of Sheetrock. Walls panel stripped and decorated with Texolite. Total cost, including labor and materials, 9¾c per square foot.*

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.

Problem No. 9



Furniture by Davis Cabinet Co.



Problem No. 10

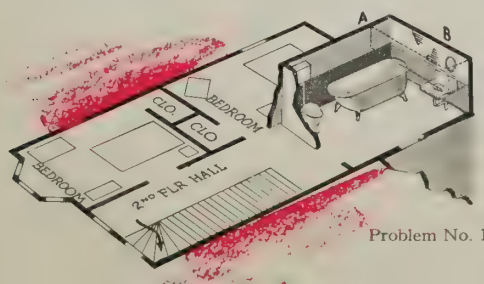
SHEETROCK FOR BATHROOMS

An extra bathroom—oh the joy of it, in relieving the morning traffic-jam with breadwinners and school children rushing to their duties. Stall showers for guest rooms, powder rooms for company, all bring benefits in pride and increased resale or rental value. As for room, they're building bathrooms in vest-pocket spaces today. As for cost, Sheetrock in simulated glistening tile effects builds beautiful, enduring walls and ceilings, as the saying goes, "for a bargain."

Problem No. 10—To borrow space from the bathroom to provide closets in adjoining room. *Solution*—Replace old tub with stall shower (A), change location of washstand and toilet, providing generous clothes and linen closets (B). To the housewife who wants closets and more closets, this affords instant appeal and increases value. Fixtures by Crane Co. Walls are enameled Sheetrock Tileboard, requiring 256 sq. ft. of Sheetrock. Total cost of labor and materials 14c per square foot.*

Problem No. 11—Re-plan location of bathroom fixtures to get away from cluttered arrangement and give more clear space. *Solution*—Tuck the tub and shower into an alcove (A). Change location of washstand (B) and gain more open floor space. The finished result—tells the story of a bathroom gone modern and your property value gone up. Gleaming tile walls are enameled Sheetrock Tileboard. Improvement required 224 sq. ft. of Sheetrock tile—a total cost of 19c per square foot.* Fixtures by Crane Co.

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.



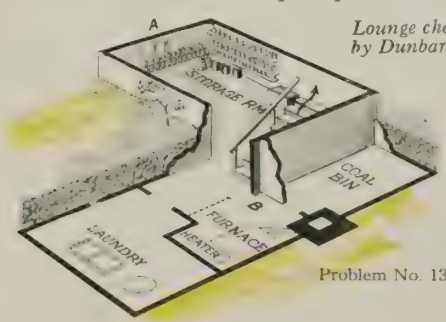
Problem No. 11

Sofa from Dunbar

SHEETROCK FOR BASEMENTS

It used to be a "cellar," where the coal bin held sway—today it's a "recreation room," where people come to play. Space for work bench, fruit storage and vegetables or well-planned laundry are other possibilities. Built in a "jiffy," bought for a "song," that's the miracle of Sheetrock—it's fireproof, as a material for basements should be.

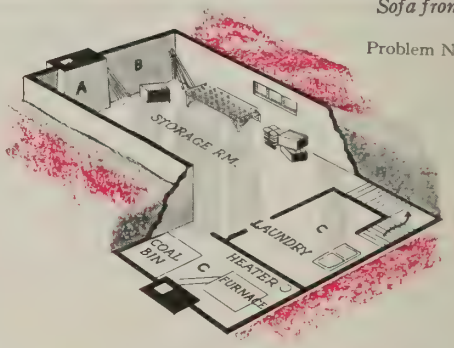
Problem No. 13—Transform basement catch-all space (A) into a boy's Paradise. *Solution*—Cover walls with Sheetrock in Knotty Pine grain—close up unsightly joists with Sheetrock ceiling. Partition off the furnace and laundry (B). Shelves, cabinets and work bench complete the picture. It may be the answer to "Why some boys stay home." Improvement required 448 sq. ft. of Knotty Pine Sheetrock, 946 sq. ft. of regular Sheetrock, plus paint. Total cost of labor and materials 8 1/5c per square foot.*



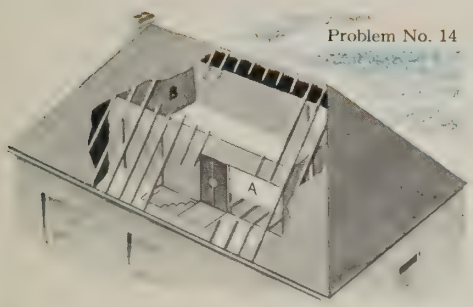
Problem No. 13

Lounge chair by Dunbar

Problem No. 12—Change a "Domain of dust and ashes" into a "Court of mirth and merriment." *Solution*—Build chimney-facing of Sheetrock—silvered for a projection screen (A). Walnut grained Sheetrock on walls (B), ceiling of regular Sheetrock. Partition off laundry and furnace (C). That's Sheetrock magic—requiring 390 sq. ft. of regular Sheetrock, 570 sq. ft. of Walnut grained Sheetrock. Total cost, including paint and trim, is 9c per square foot.*



Problem No. 12



Problem No. 14

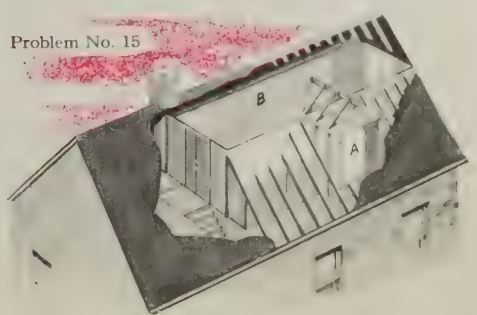
Problem No. 14—Find spare room up under the eaves to serve as an "overflow room." *Solution*—Provide a generous feature window where fleecy clouds float by (A). Cover rafters with Sheetrock (B). Conceal joints with Perf-A-Tape—decorate with Texolite and there you have it. Materials required—724 sq. ft. of Sheetrock. Total cost, including labor and materials, 10c per square foot.*

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.

SHEETROCK FOR ATTICS

Build this room for "rainy days"—use it in a hundred ways—as a haven of refuge for "teen age" boys and girls, for study, unexpected guests, a sanctuary where Father can retire to do his "home-work"—or more room for living to ease up the family congestion. Sheetrock builds so much for so very little, there's room for *this* room in everyone's budget.

Problem No. 15—Tuck a light, sunshiny nursery into a small peaked space, and you won't have to "raise the roof" to do it. *Solution*—Build a dormer as shown in (A). Finish walls with Sheetrock (B). Paper one wall with bright patterned wallpaper—paint walls and ceilings with Texolite, and "Presto Change"—there's a nursery where tiny tots can romp and play to their hearts' content. You can get it with about 667 sq. ft. of Sheetrock. Total cost of labor and materials 10c per square foot.*



Problem No. 15

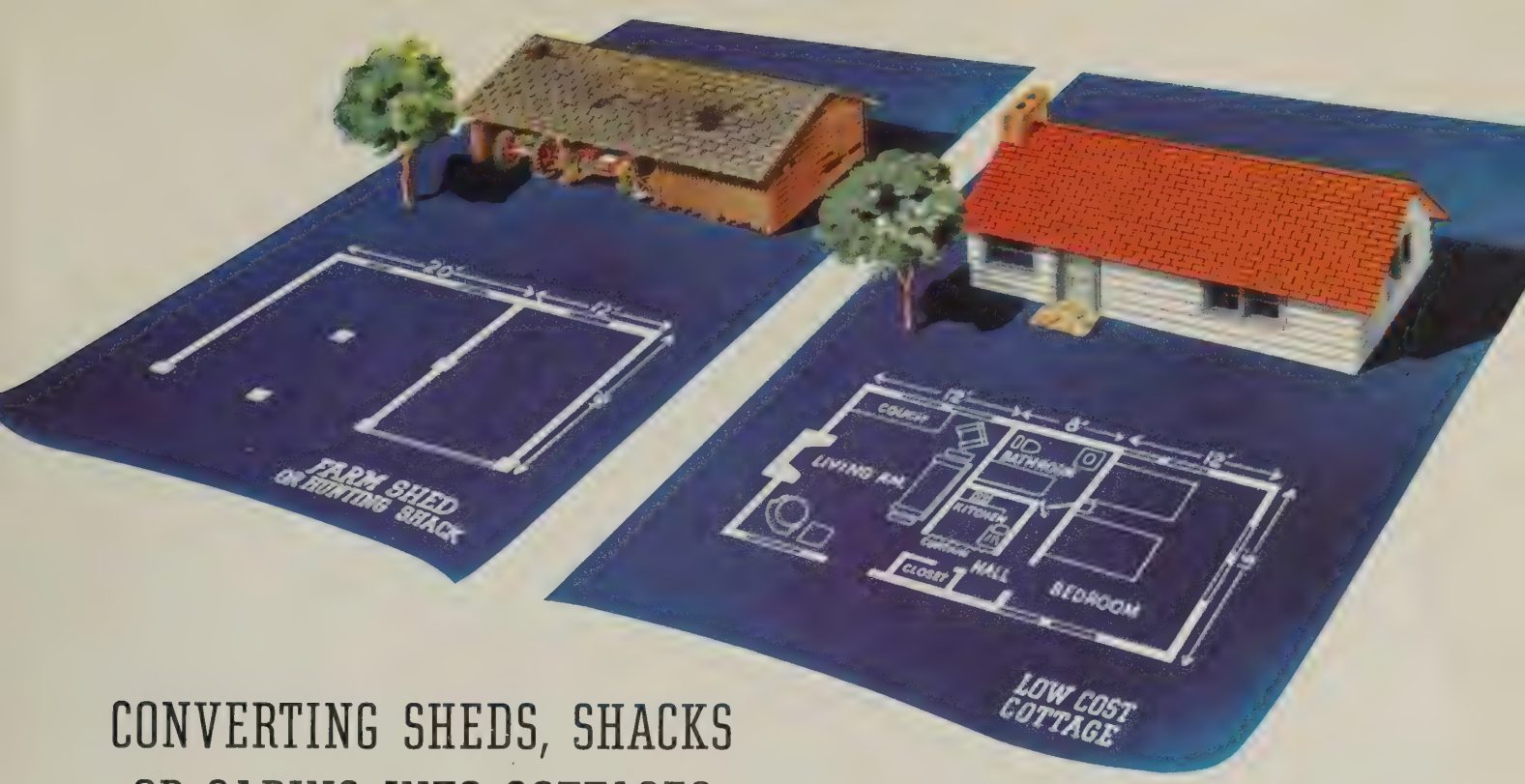
SHEETROCK FOR COTTAGES

AFTER a day in the broad open spaces, how snug and cozy a cottage seems by contrast! Nature furnishes the outdoors, but the very nature of Sheetrock makes it ideal to finish and furnish cottage interiors. For it presents many possible surfaces all founded on rock—and that means fire protection. Rustic effects are available in pre-decorated knotty pine. Insulating Sheetrock keeps out summer heat, makes it easier to keep warm on chilly week-ends. Gleaming tile is simulated for kitchens or bathrooms. Hundreds of colorful treatments are possible because Sheetrock takes any form of decoration. You have all this and low cost too. And when winter comes and you say a sad farewell to your summer home, you have no worries about fire or temperature changes as far as Sheetrock is concerned.

Above—Bedroom with Sheetrock walls and ceilings, joints concealed with Perf-A-Tape, then wallpapered in pleasing vining design.

Above—Kitchen with enameled Sheetrock Tileboard wainscot, walls and ceilings of regular Sheetrock with panel strips at joints and painted. Colorful, clean and easily kept clean, Sheetrock pleases the housewife and protects lives and property from fire.

Below—Bathroom with Sheetrock Tileboard wainscot finished in enamel. Regular Sheetrock on walls and ceilings.



CONVERTING SHEDS, SHACKS OR CABINS INTO COTTAGES

MAYBE it started with an idea—a little place by the side of the road—a week-end retreat—a guest house—a tenant house—who can say? Now you want something bigger and better—and Sheetrock is the one material that will change a cabin into a cottage and expand with your plan. With Sheetrock you cover up unsightly, cobwebby studs and joists with wind-tight, fire-protected walls and ceilings so you may be close to Nature when you desire and closed from Nature when she gets rough, damp and chilly. You have hundreds of different possible treatments—knotty pine for the living room, paint or wallpaper for dining and bedrooms—tile effects for kitchen and bath. These Sheetrock interiors are not only clean but easily cleanable, which releases the family from needless chores for healthy hours out of doors. Look at Sheetrock from any viewpoint—it's as sound as a rock for endurance and as sound as a dollar in saving.

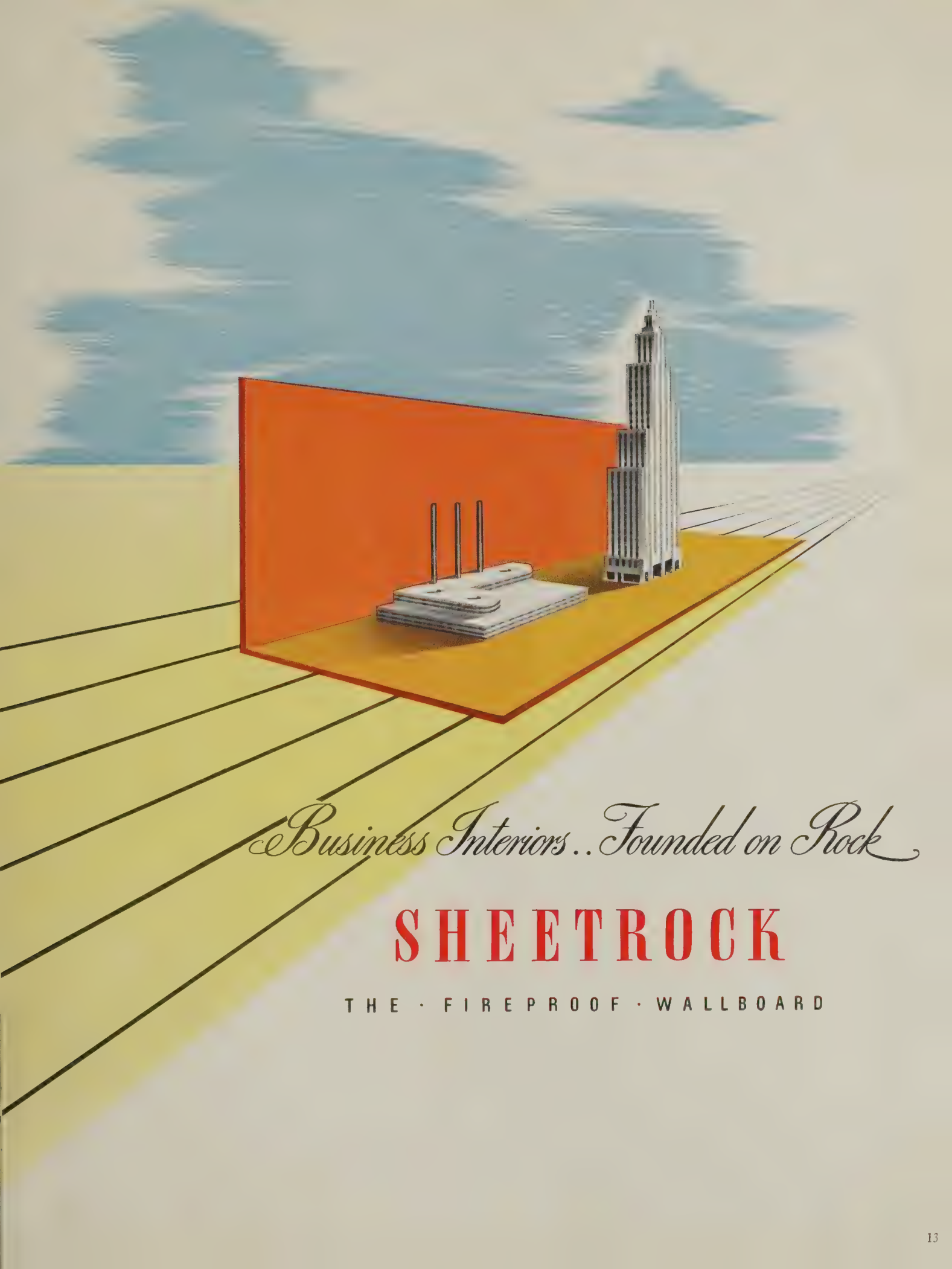
SHEETROCK
FOR
LODGES AND CABINS

FAR away from clatter and clang . . . after a long trek in forest trails, the hunter seeks a snug shelter. After a 500-mile grind, the motorist looks for a spot where he can close his road-weary eyes. Be it hunting lodge or tourist cabin you build, Sheetrock interiors fit perfectly into the scheme of things. You want walls and ceilings strong, wind-tight, fire-safe, good-looking and low in cost—you're right—you want Sheetrock. It will not shrink, warp or buckle. So, this is your low cost answer.

Above—Mt. Vernon Lodge—a perfect retreat for road-weary travelers—with every modern convenience and comfort including Sheetrock walls and ceilings that guard against fire and preserve their beauty because Sheetrock interiors are as enduring as rock.

When you hit the home trail, it's priceless to be surrounded by an atmosphere like this—it's comforting to know that the Knotty Pine Sheetrock requires no further decoration and will not warp, rot or burn—but most satisfying is the luxury of having these advantages at a cost that makes them practical.

Above and Left—Exterior and interior of the Gaston Terrace Apartments built in 1929 for tourist trade and permanent residences. 22,000 sq. ft. of Sheetrock was used because of its ability to build beautiful interiors that endure and protect from fire.



Business Interiors .. Founded on Rock

SHEETROCK

THE · FIREPROOF · WALLBOARD

SHEETROCK FOR OFFICES

YOUR reception rooms and offices reflect you and your business. At surprisingly low cost Sheetrock can create an atmosphere that denotes success. Sheetrock in walnut paneling gives an air of dignity. Standard Sheetrock may be painted in light-reflecting shades that increase general office efficiency. Walls and ceilings of Sheetrock may be decorated to suit your taste and are so quickly applied that the change is made without interference with business. And Sheetrock partitions can easily be shifted to suit changing conditions.

THE warm wood tones of this formal reception room carry an air of distinction and dignity. The walls are composed of Sheetrock in Walnut grained effect with matching panel strips. While Sheetrock can easily endure for the life of the building, it may be readily moved without interrupting business schedules. Then, too, Sheetrock affords protection from fire, and will not warp or rot. A room like this, 10 x 12 ft. with 8 ft. ceiling, would require about 352 sq. ft. of Walnut grained Sheetrock, 120 sq. ft. of regular Sheetrock, which for labor and materials would cost 10¾c per square foot.*

To the left you see a modern office where beauty and efficiency are happily combined. The ceilings are light-reflecting for greater efficiency. The curving wall area affords a splendid example of Sheetrock's ability to conform to either flat or curving contours. These Sheetrock walls take any form of decoration. Walls for an office like this with Perf-A-Tape-concealed joints, size 18 x 30 ft. with 12 ft. ceiling, would require 1578 sq. ft. of Sheetrock, or a total of 10½c per square foot, including labor and Texolite decoration.*

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.

SHEETROCK
FOR
AUDITORIUMS AND HOTELS

It's not only the moth that goes in for bright lights—people are like that too. They like to go places that are bright, gay and modern. Smart operators of hotels, night clubs, taverns and auditoriums know this, but the smartest know that they can lead the parade for a small sum, with Sheetrock. Quickly, easily applied without interruption to business, Sheetrock can change the scenes and the new decorative scheme produces a smart new appeal that brings the public in to see, to stay and to *pay*.

Above—Modern Club Lounge of Wood Grained Sheetrock accented with chrome moulding at the joints. A lobby like this, 30 ft. x 24 ft. with a 10 ft. ceiling, would require 972 sq. ft. of Wood Grained Sheetrock, 720 sq. ft. of regular Sheetrock, and necessary chrome moulding. Total cost of labor and material 11½c per sq. ft.*

Right—School Auditorium with walls and ceilings of Sheetrock. Note light wells and sweeping expanse of walls and ceilings—all joints concealed with Perf-A-Tape. Low cost, flexibility, fire protection and ease of decoration make Sheetrock ideal for this purpose.

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan

SHEETROCK FOR RESTAURANTS

PEOPLE look before they eat. That's why it's wise to appeal to people's good taste in furnishings as well as food. A fresh, clean, well-lighted, appetizing atmosphere is easy to get, and to maintain, with Sheetrock. It may be had in Bleached Mahogany, Pine or Walnut wood grain effects—the standard Sheetrock may be decorated with any material.

At left—In this festive interior, Sheetrock shows its ability to carry out curves and contortions "with the greatest of ease." Recessed lighting contributes a glow of good taste that gives your eyes a treat while you eat. A restaurant like this, 30 ft. x 50 ft. with average 12 ft. ceiling height, would require 3420 sq. ft. of Sheetrock, necessary chrome moulding, at a total cost of 15c per square foot for labor and material, including Texolite decoration.*

Bottom—Here is a snug setting in Ballantine's New York restaurant with Sheetrock walls in Knotty Pine effect. Joints are finished with panel strips. To reproduce a room, 18 x 25 ft. with an 8 ft. ceiling, would require 450 sq. ft. of regular Sheetrock, 688 sq. ft. of Knotty Pine Sheetrock, necessary panel strips—a total cost of 10⅓c per square foot, including labor and materials.*

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.

SHEETROCK FOR STORES

MODERN store interiors are designed to promote the sale of merchandise. But this job must be done well to *sell*. Modern merchandisers put Sheetrock on their payroll because new beauty is achieved "overnight" without disturbing daily sales. If it's walnut or knotty pine you want, you can get it in predecorated Sheetrock. If you want joint-free, smooth expanses, use the Perf-A-Tape Joint System (see pages 28-29). Sheetrock is used for walls, ceilings, window backs, temporary displays or permanent improvements. It takes any form of wallpaper, paint or decoration and may be made to conform to curving contours. And it's fireproof, an important point to every business man. These are the reasons Sheetrock is a national "best seller."

Above—This Modern Shoe Department in Halle's Cleveland store puts its best foot forward. Simplicity and spaciousness combined with the grace of curving lines, attract the eye of every passer-by. The next thing they know they step out in a new pair of shoes—that's a store designed for selling. Sheetrock furnishes the selling background—and it can follow a curve or a straight line. Joints are concealed and stay that way with Perf-A-Tape. A shoe department 20 ft. x 30 ft. with 12 ft. ceiling height requires 1662 sq. ft. of Sheetrock. Total cost of labor and materials 10⅓c per square foot, decorated with Texolite.*

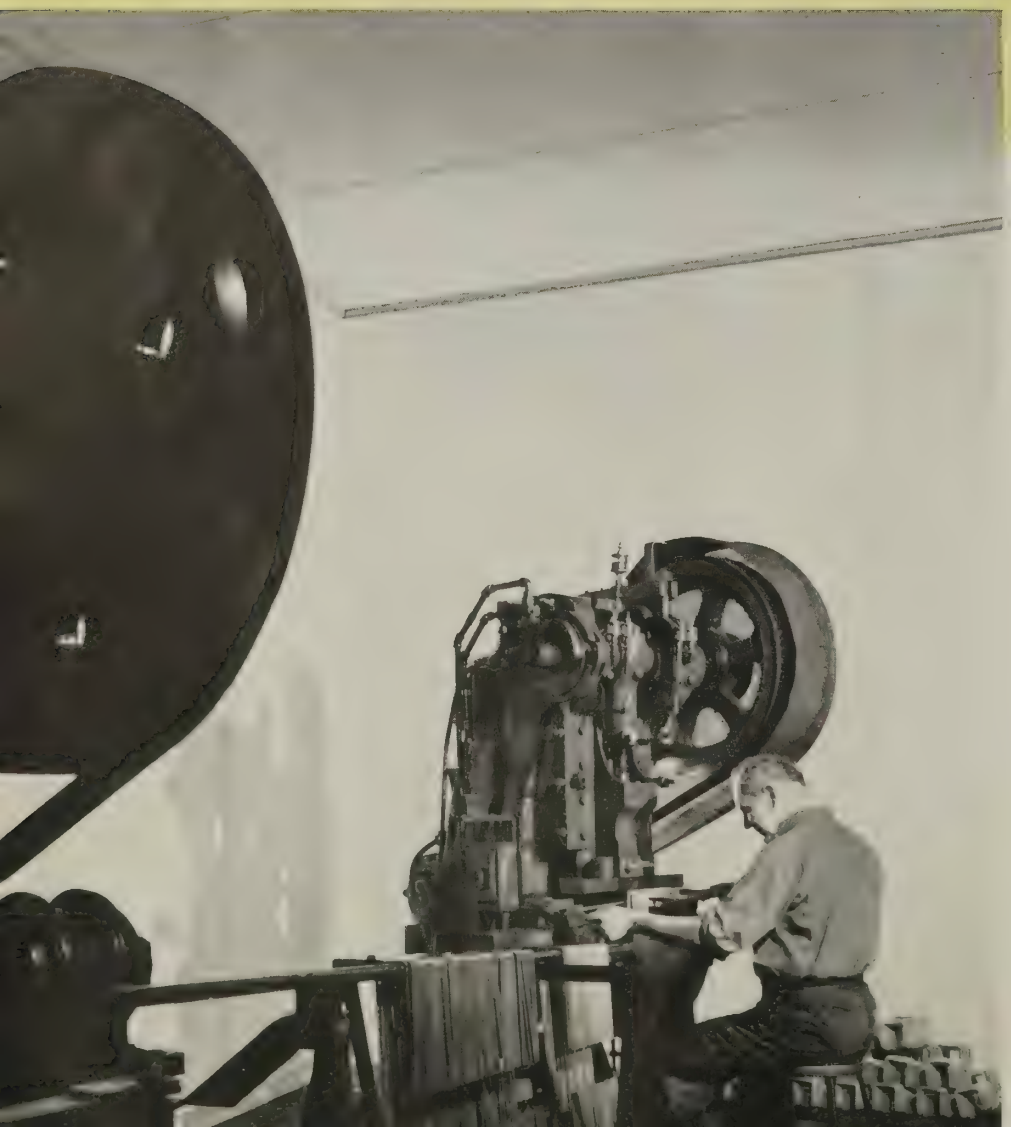
To the Right—Never let store interiors get to be an old story to the customers—you need not with Sheetrock, and here's an example of its flexibility. New arrangements at Saks Fifth Avenue Store, New York, are made without interrupting sales. You can build feature-niches to display merchandise. You can have extra walls almost while you wait. You can applique ornaments over Sheetrock. You can finish with wallpaper or quick-drying Texolite. There's almost no limit to what Sheetrock can do. For complete and accurate costs it is well to consult your USG Dealer.

*All prices estimated at current Chicago costs. See your local USG dealer for estimates and payment plan.

SHEETROCK FOR INDUSTRIAL INTERIORS

WHY should a factory be dark and dingy? It need not be with Sheetrock—the choice of Superintendents and Purchasing Agents, for low cost, smooth, clean, easily painted, light-reflecting surfaces. Sheetrock quickly partitions off cafeterias or offices, conforms to curving arches, is light, adaptable and inexpensive and as the "fireproof wallboard" it is another contribution to plant safety. Sheetrock is just a "natural" to make a factory a place where people *like* to work.

Above—Industrial cafeterias, where hundreds come to lunch each day, are quickly built with fireproof Sheetrock. Diners appreciate the clean, crisp, inviting interior. The management values the economy, permanence, flexibility of the Sheetrock walls that stay where they're put, defy fire, are easily erected and maintained or shifted, should occasion require. Sheetrock walls here are finished at the joints with panel strips.



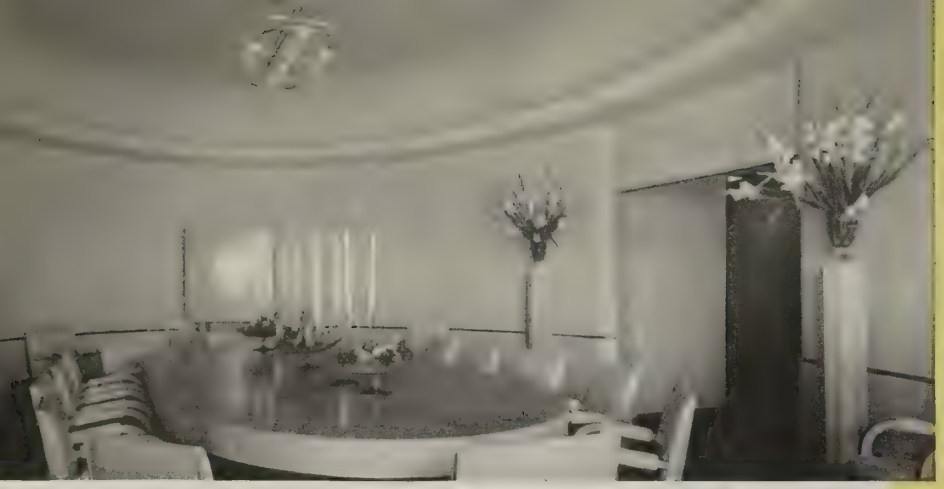
To the left—Better light, better sight, better work and fewer accidents—these are some of the things Sheetrock walls and ceilings can bring to industry. That's only the beginning—for Sheetrock is quickly erected or shifted; it will not burn, warp, buckle or rot because it is founded on rock. Here ivory-surfaced Sheetrock is applied to framing *without* any treatment over joints or nail heads. This is a dependable, light-reflecting surface, at a very low cost. Can be whitewashed or calcimined later.

SHEETROCK
FOR
FARM INTERIORS

A FARMER is a practical man—and Sheetrock is a practical product. It is a fireproof, utility wallboard that can be bought at low cost and used in farm homes, milk rooms, barns and outbuildings. Sheetrock brings new clean and easy-to-clean walls and ceilings that are founded on rock. It may be cut and shaped into arches, used in making partitions. It will not shrink, warp, buckle or burn. It may be used for building, insulating or decorating, and may be purchased in ½", ⅜", ¼" thicknesses and varying sizes to suit every farm use for dependable lining.

Above—Here's a neat kitchen with service room adjoining. In line of service, Sheetrock is ideal for walls and ceilings. Its ivory surface may be enameled or painted, the joints concealed with Perf-A-Tape or panel strips. Sheetrock serves and saves in many ways—saves lives and property from fire—and saves money.

Above and Left—A home that would make any cow "contented"—and any dairy farmer as well. As the saying goes, the whole place is as "slick as a whistle" and will stay that way, for the Sheetrock walls and ceilings are founded on rock. With Sheetrock you're safe, because Sheetrock, the fireproof wallboard, will not rot, warp or burn. It will not attract vermin or termites. It takes any form of paint. The joints may be concealed with panel strips. With all these advantages Sheetrock costs little to buy and is easy to apply. No wonder farmers choose it, use it and recommend it.



Private dining room for Henry Ford at New York World's Fair. Here Sheetrock was formed into graceful, flowing curves, recessed into arching light wells. But this only serves to put Sheetrock through its paces and prove its ability to conform to any plan. Notice there's not a visible joint, due to Perf-A-Tape joint concealment.

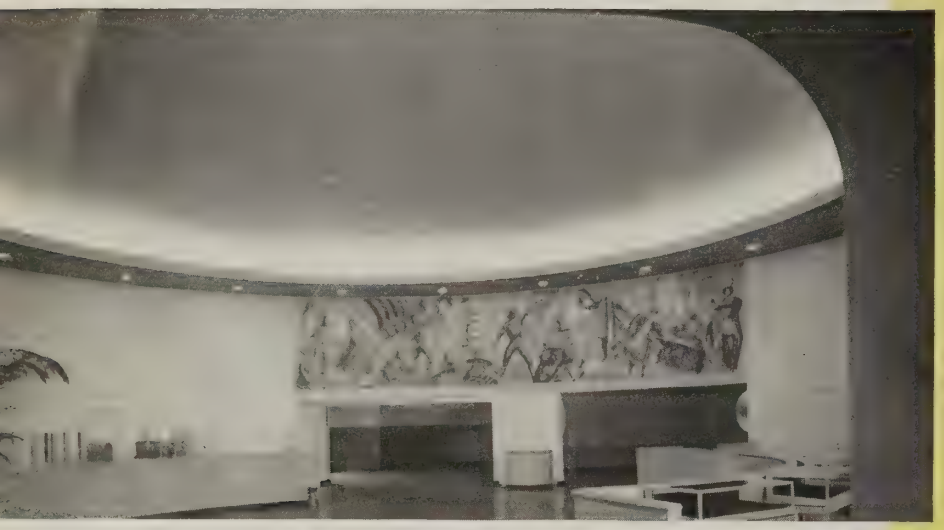


Exhibit of Manufacturer's Trust Company, New York World's Fair. In this display 16,000 sq. ft. of Sheetrock were used. Murals like the one shown may be mounted or painted on the surface of Sheetrock with safety because Sheetrock will not warp or buckle, and the joints are made invisible with Perf-A-Tape.

Window display background of Sheetrock. Just name your shape, size and time schedule. Sheetrock will meet most any requirement. It may be painted or decorated with any materials applied with spray or brush, applied with paste or stipple. Using USG Textone for stipple and Texolite for decoration saves drying time.

SHEETROCK FOR DISPLAYS

COMBINING color appeal and artistry—the display man must choose a display medium that combines strength, pliability and versatility. The choice of Sheetrock is significant. For Sheetrock beauty is founded on rock. It is fireproof, will not shrink, buckle or warp, takes any form of decoration, follows curving contours and gives rigidity to the framework. As a particular mark of confidence, Sheetrock forms the backing for valuable murals which are works of outstanding artists. So again Sheetrock finds universal preference.

Sheetrock was chosen by John Morrell & Co. of Sioux Falls, S. D., in their Visitors' Building, to support and protect a series of valuable photo-murals. These panels are each 4′ wide x 8′ 6″ high. After more than a year of use Sheetrock still retains its flawless surface. This is because its mineral core will not warp, expand or contract. Sheetrock is also used in forming the curved light well and ceiling.

FIREPROOF

DECORATIVE

9 FEATURES A WALLBOARD SHOULD HAVE *and...* SHEETROCK HAS THEM ALL!

JOINABLE

INSULATING

PERMANENT

NON-WARPING

STRONG

QUICKLY ERECTED

LOW IN COST

BENEATH the decoration, the base that builds interior walls must have sound construction features—all 9 of them—and Sheetrock has them *all*. Through research, Sheetrock is more than a wallboard—it is a pre-cast interior founded on rock.

DECORATIVE—Takes any form of beauty treatment.

JOINABLE—Sheetrock joints can be made an invisible wall unit or covered with panel strips in wallboard fashion.

FIREPROOF—Sheetrock will not burn or transmit heat.

INSULATING—Sheetrock Insulation Board provides a barrier against moisture or summer and winter heat.

PERMANENT—The mineral core of Sheetrock is as permanent as the Pyramids.

NON-WARPING—Sheetrock is inert and will not expand or contract with temperature changes.

STRONG—Rigid strength reinforces framing, resists fracture.

QUICKLY ERECTED—Pre-cast panels of Sheetrock are easily cut and quickly applied.

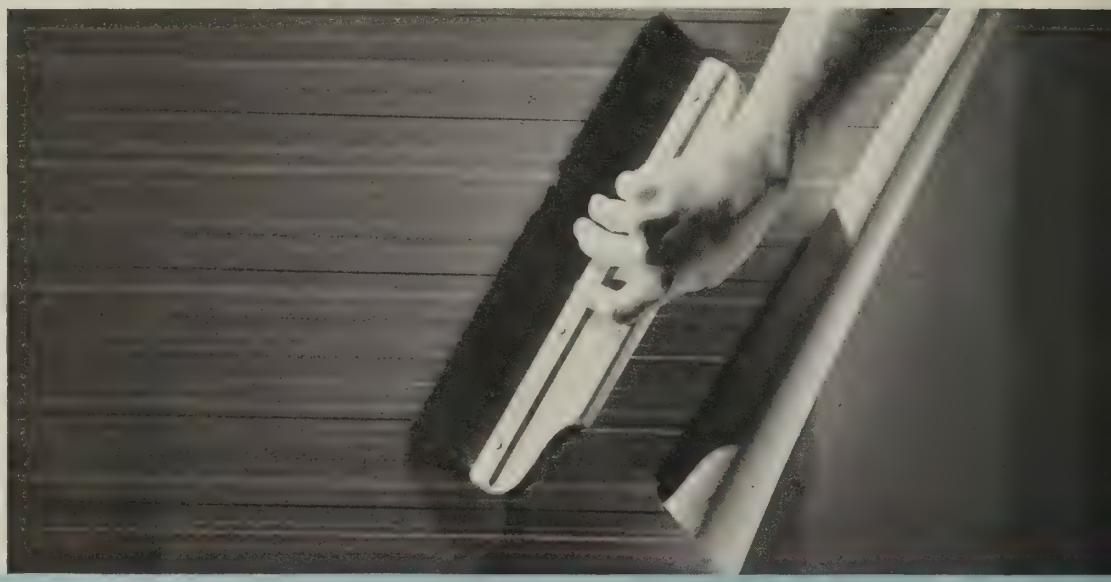
LOW IN COST—Low price and rapid handling provide substantial interiors within reach of all.

SHEETROCK TAKES ANY TYPE OF DECORATION

OVER the smooth, scuff-proof, ivory surface of Sheetrock an infinite variety of finishes and treatments are possible. Choose your color, texture design and treatment. Whether it be paint, wallpaper, Calcimine, Casein paint, Texture paint or any finish that is sprayed, brushed or pasted on, it may be successfully applied over Sheetrock.

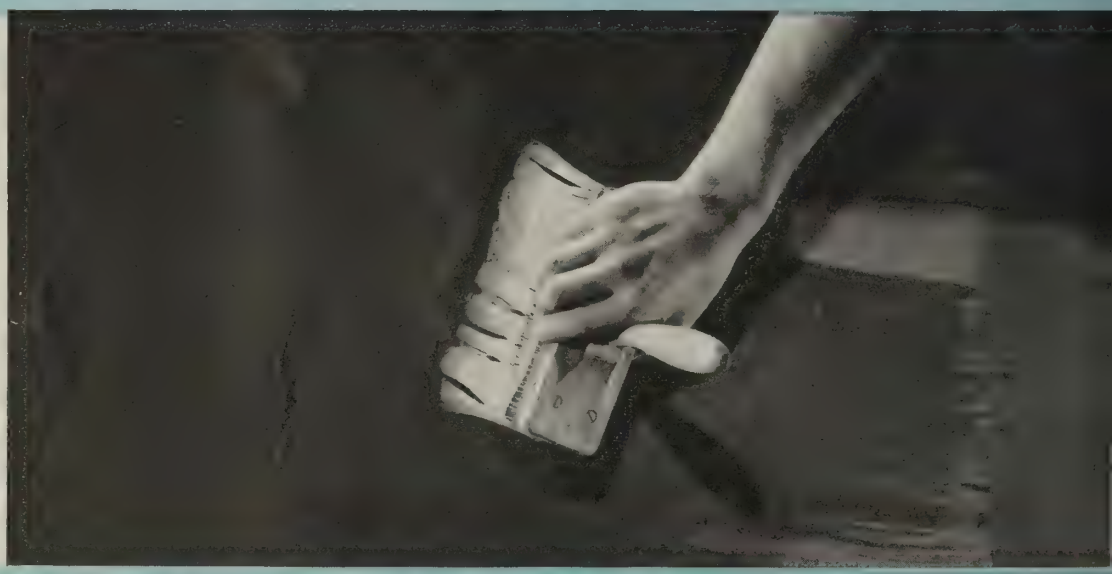
By WALLPAPER

TINTS, gay or glowing—stripes, formal or flowing—patterns, inviting or exciting—with Sheetrock all these are yours to possess and express yourself. Every room may be different. Any material applied with paste may be used and readily removed if the Sheetrock is sized. Panel strips or Perf-A-Tape Joint Treatment conceal joints.



By PAINT

ALL the rainbow hues are yours to use with Sheetrock. What fun to have the bedroom in azure blue—or the kitchen in sunshiny yellow. Use both paint and wallpaper in the same room if you desire. Sheetrock won't stop you. Over it you may successfully use any paint, lacquer, varnish or finish that's brushed or sprayed.



By STIPPLE

AWAY with dull monotony—add texture and bring relief to flat, uninteresting surfaces. You may combine color with stipple which gives a lively play of line and tone. You may want to use textured effects on wainscots or walls or both. Sheetrock will permit you to do this, particularly where U S G Textone is used.

SHEETROCK IS FIREPROOF

RECORDS show that every four minutes of the day and night somebody's house is burning. The time to stop fires is before they start. One good way to do this is to use Sheetrock, the fireproof wallboard, for walls and ceilings that protect the inflammable structure underneath. Then you have a safeguard always on guard to protect you and yours.

By NATURE

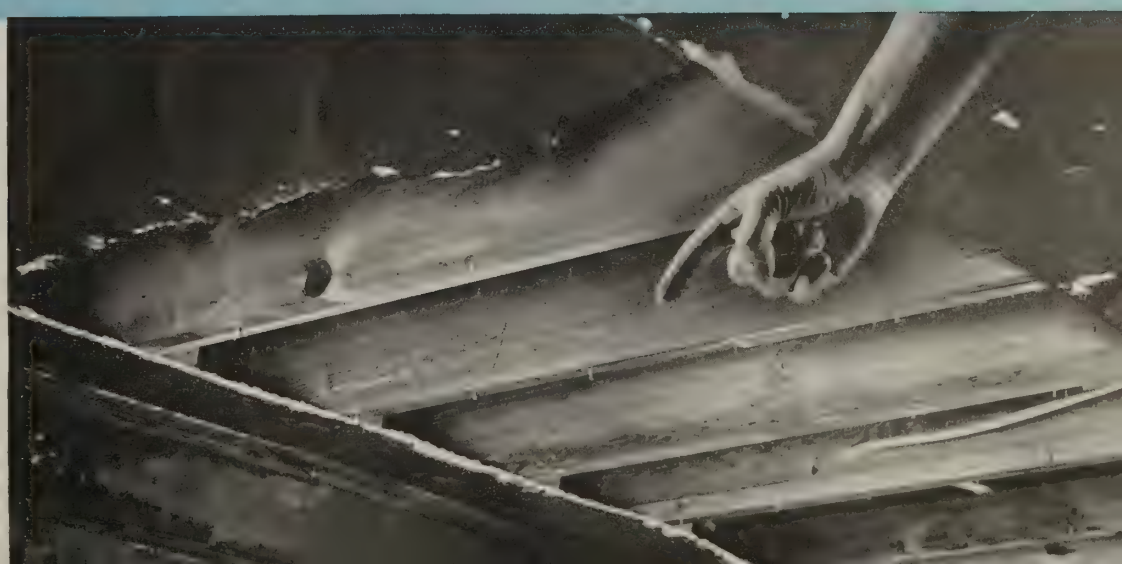
Gypsum, the core of Sheetrock, is a mineral particularly endowed by Nature to fight fire. Regardless of raging flame, the temperature of gypsum will not exceed 212° F.; whereas wood must reach a temperature of 400° F. before it chars. Therefore, Sheetrock protects the framework over which it is applied and keeps fire on the safe side.

By TEST

TESTS show that $\frac{3}{8}$" Sheetrock will withstand flame and intense heat of a normal house fire up to 23 minutes before the framework back is charred. This protection helps to confine fire to its source of origin and allow the Fire Department to do the rest. No wonder, since the core of Sheetrock is fireproof gypsum rock.

By TRIAL

THE picture to the right tells a story that is repeated and repeated throughout the nation. It shows the Sheetrock cut away from the studs by firemen, revealing how Sheetrock stood guard and prevented the framework from even being charred. Thousands of voluntary letters tell how Sheetrock protects from fire.



SHEETROCK IS PERMANENT

THE Pyramids, the Rock of Gibraltar, Grecian temples and statuary—these are symbols of permanence which survive the centuries. Like Sheetrock, their enduring qualities are founded on rock. By its core of rock, Sheetrock is built to endure.

FLOODS—*"And the floods came"—and went, and Sheetrock met the test. Not that Sheetrock is meant to be exposed to water, but Underwriters' tests show that Sheetrock withstands excess moisture.*

FRACTURE—*The reinforced core of rock adds rigidity and bracing strength to walls. This same strength holds cracks in check where settlement occurs. The scuff-proof surface resists abrasion.*

WARPING—*The mineral core of Sheetrock is inert, in contrast to vegetable materials. Therefore, regardless of changing temperatures and climatic conditions, Sheetrock will not shrink, expand, buckle or warp.*

ROTTING—*Vegetable matter will rot, minerals will not. And Sheetrock stands firm against these forces of Nature and will not attract vermin or termites, because it is founded on rock.*

INSULATING SHEETROCK

BUILDS . . INSULATES . . DECORATES . . REPELS MOISTURE

ALL AT ONE LOW COST IN ONE SIMPLE OPERATION

•

Cool in summer, warm in winter, less draughts to hazard health, and beautiful interiors that resist fire—this is what Insulating Sheetrock provides at one low cost, with one material, in one simple operation.

•

When used to build rooms in the attic, the basement or the outer-wall area of the home, it insulates while it decorates. Here is superior insulation "founded on rock"—protection against heat and cold without sacrificing the rigidity, permanence and fire protection necessary in today's walls and ceilings.

•

Insulating Sheetrock insulates your home in the same way that engineers insulated the Queen Mary ocean liner, the antarctic homes of the Byrd expedition, and the stratosphere cabin of Professor Auguste Piccard who ascended 10.4 miles into the sub-zero air. This is dependable insulation with greater efficiency than ½ inch insulation board construction, and greater moisture and condensation resistance than glossy asphalt coated sheathing paper.

•

Use Insulating Sheetrock to build and insulate in one operation at one unusually low cost. Have permanent rooms with any variety of paint, paper or stipple decoration applied to the scuff-proof interior surface—insulated rooms that can be "face-lifted" at some future time, if you so desire, with any type of re-decoration.

SHEETROCK MEETS EVERY PRICE AND PURPOSE

HALF-INCH SHEETROCK

A super-strength wallboard—full ½ inch thick with gypsum core and recessed edges for invisible joint treatment. Made 4 ft. wide by 4-5-6-7-8-9-10 or 12 ft. long—with scuff-proof ivory surface for any type of decoration. Packaged two sheets per bundle.

THREE-EIGHTHS INCH SHEETROCK

This is full ⅜ inch thick, with gypsum core, ivory surface for any type of decoration and square or recessed edges for invisible or panel strip joint treatment. Made 4 ft. wide by 4-5-6-7-8-9-10 or 12 ft. long. Packaged two sheets per bundle.

QUARTER-INCH SHEETROCK

The utility wallboard in the Sheetrock family. Quarter-Inch thick Sheetrock has a fireproof core of gypsum—ivory surface for any decoration—true square edges for use with or without joint treatment—made 4 ft. wide by 4 to 12 ft. long. Packaged three sheets per bundle.

INSULATING SHEETROCK

This Sheetrock product combines the fireproof, permanent, non-warping and decorative features of Sheetrock with efficient, dependable insulation. It is two products in one—made ⅜ inch thick by 4 ft. wide and 4 to 12 ft. long—packaged two sheets per bundle.

SHEETROCK TILEBOARD

The ivory surface embossed with tiles 4 in. square readily takes enamel or any other decoration, and the indented mortar lines are quickly striped to accurately simulate tile. Boards are ⅜ in. thick by 4 ft. wide and 4 to 12 ft. long—packaged two sheets per bundle.

WOODGRAIN SHEETROCK

The surface of Woodgrain Sheetrock has all the beauty and coloring of actual wood panels. It is available in Walnut, Knotty Pine and Bleached Mahogany. The wallboard panels are ⅜ in. thick by 4 ft. wide and 6 to 10 feet long—packaged two sheets per bundle.

RELATIVE COST

Construction with this product is in approximately the same price range as wet wall plastering. When reinforced at the joints with Perf-A-Tape, this product is virtually crackless and is applied and decorated quickly with almost no muss or fuss.

Three-Eighths Inch Sheetrock is in a lower price range than insulation or wood panel wallboards—yet it provides fire protection, versatile decoration with any treatment, rigidity, permanence and non-warping construction, quickly, with minimum muss.

Quarter-Inch Sheetrock sells in the same price range as paper wallboard—yet it has all the fireproof, non-warping, permanent and decorative features that have made Sheetrock famous—it is truly an economy product. It is often used for covering old cracked walls.

Insulating Sheetrock sells in the same range as ½ inch insulation board—yet its insulating efficiency in construction is superior, and it provides all of the Sheetrock features which are essential in modern building, plus an unsurpassed moisture barrier.

Sheetrock Tileboard sells in the same price range as standard Three-Eighths Inch Sheetrock and therefore provides the full beauty of tile at a fraction of the cost. Sheetrock Tileboard may be applied in a very short time, with very little litter or inconvenience.

Woodgrain Sheetrock is among the lowest priced pre-decorated wallboards on the market. It is an exclusive Sheetrock development and has no equal for distinctive beauty. Square edges permit joints to be paneled with wood or chrome strips or left uncovered.

WHERE TO USE

Over the framing of interior walls and ceilings in new or old residential and business buildings where stability, speedy construction, versatile decoration and fire protection are required. Joints can be made invisible or covered with panel strips.

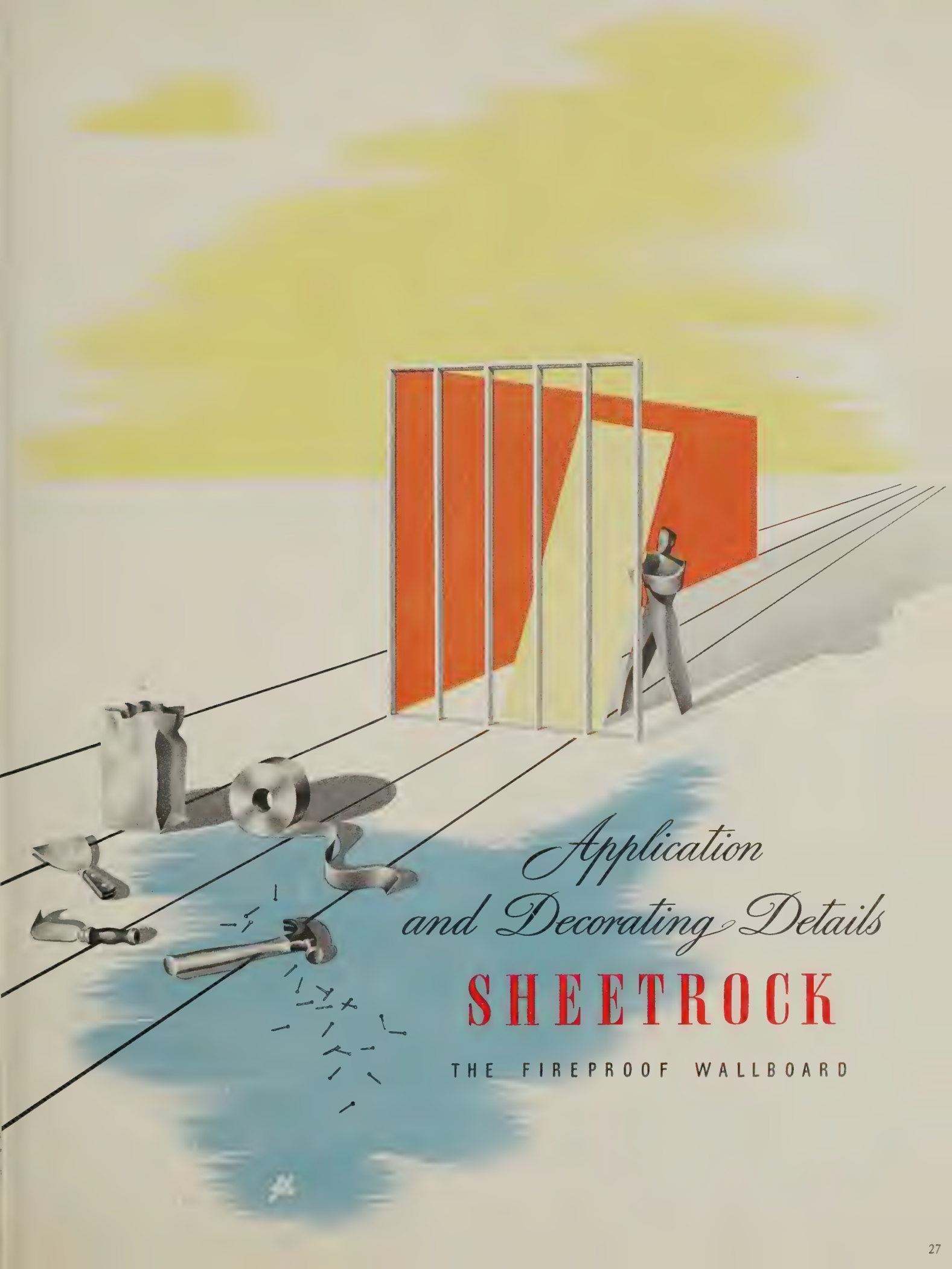
Use over interior framework to build walls and ceilings in new buildings—to alter interiors in old homes—for partitions in business buildings—or for permanent interiors which are not only enduring and fire-protective but easily torn out if necessary.

Because of great flexibility, Quarter-Inch Sheetrock is used for curved surfaces and display work. Because of low price and ¼ in. thickness, it is used to directly cover cracked plaster walls or ceilings—and for lining cottages, garages, farms, etc.

Use Insulating Sheetrock to build walls and ceilings over the inside framework of the outside walls or roof rafters. Recessed edges permit invisible or panel strip joint treatment, and the ivory surface will take any type of decorative treatment.

Sheetrock Tileboard, because of its fireproof, permanent and non-warping qualities, is recommended in kitchens, bathrooms, laundries, utility rooms, etc. When enameled, the surface looks and cleans exactly like tile and retains its rigidity indefinitely.

Use Walnut Sheetrock for formal paneling in offices, libraries, hotels, etc. Use Knotty Pine for attic, basement, restaurant or other informal interiors. Use Bleached Mahogany for modern, attractive stores or sectional paneling in homes or business interiors.



Application and Decorating Details

SHEETROCK

THE FIREPROOF WALLBOARD

APPLYING SHEETROCK AND MAKING JOINTS INVISIBLE

SHEETROCK is applied quickly over framework or old cracked plaster —joints can be made permanently invisible for unbroken interior decoration or covered with panel strips in typical wallboard fashion —decoration can be anything you desire, from paint to wallpaper.

1. Sheetrock is packaged for safe and easy handling to and on the job. The large sheets are rapidly cut by scoring with a sharp knife. The open framing or cracked plaster surface is made true and even as a base. Large Sheetrock panels are then nailed into place, with the ceiling always being applied first.

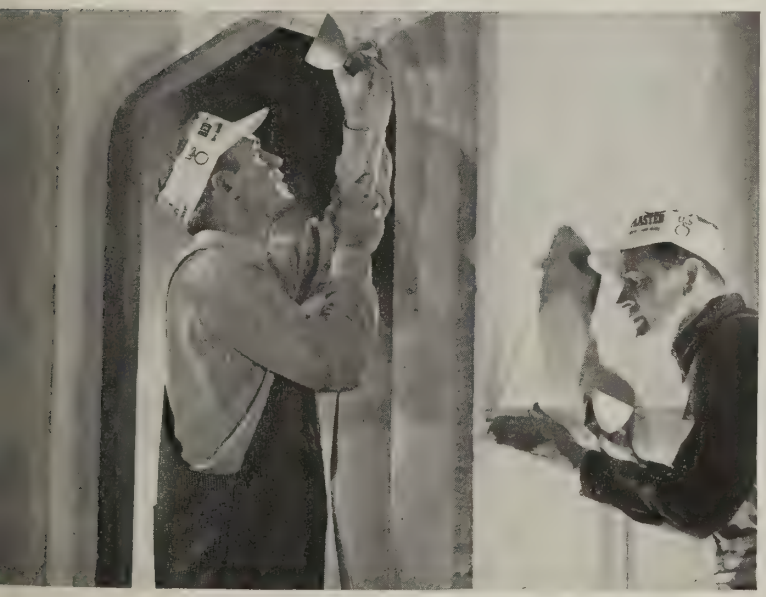
2. When joints are reinforced with the Sheetrock "Perf-A-Tape" system, the panels can be applied horizontally across the framing—thus reducing joints up to 33% as compared to vertical application. Erected in this way, two panels 4 ft. wide and 10 to 12 ft. long cover the average wall and reinforce the framework.

5. When Sheetrock is in place, the joints are ready for one of several treatments. Above shows the first step in applying Perf-A-Tape, an exclusive Sheetrock development which makes joints permanently invisible. Perf-A-Tape cement is buttered into the joint channel formed by Sheetrock recessed-edges.

6. Reinforcing Perf-A-Tape is buried in the cement to make the joint stronger than the board itself. A top coating of cement brings the joint treatment flush with the wall surface. A flexible knife, the Perf-A-Tape and water comprises the system. One large box treats joints and nail heads on about 650 sq. ft. of Sheetrock.

3. Many old homes have cracked plaster ceilings or walls. Sheetrock is the ideal solution to the problem at low cost. When applied vertically or horizontally and reinforced at the joints with Perf-A-Tape, Sheetrock re-covers the unsightly rooms and is decorated with any type of decoration being used in the house.

4. Sheetrock panels are quickly nailed in place. The nails used are 13 gauge 3/16″ flat head coated nails 1¼″ long over framing, 2″ long over old plaster. They are spaced as illustrated for greatest strength. Arches are formed by scoring the back of the board and nailing into the arch framework.



7. The Sheetrock "Perf-A-Tape" joint system is adaptable to all problems of room construction. Here is the forming of a perfect arch. Interior and exterior wall or ceiling angles are reinforced as easily and quickly. In a few hours decoration is applied and the interior completed with a minimum of time, effort and expense.

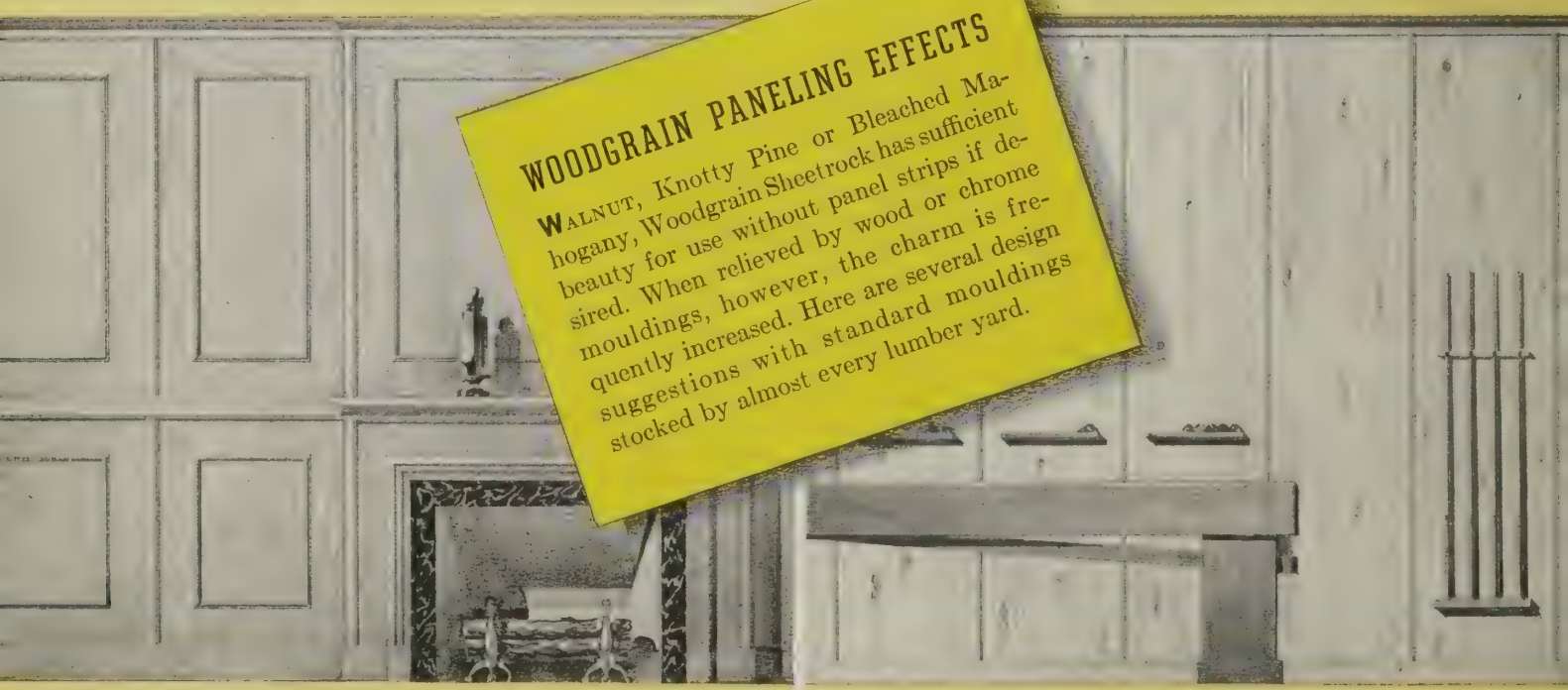
8. Wood trim, baseboards and decoration of any type can be immediately applied to these Sheetrock walls. Furnishings and drapes can be installed at once. There is no waiting—because Sheetrock is a pre-cast material with all the features required for sound construction. This saves time in building, or remodeling—and time means money.

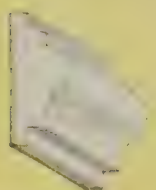
METAL "A" JOINT TREATMENT—The strength of the Metal "A" system is second only to Perf-A-Tape, described on page 28. Metal "A" is a paper-thin metal tape, whereas Perf-A-Tape is an alpha cellulose tape which cements to Sheetrock more readily than metal. The price and application is similar for both systems. One box is sufficient for about 650 sq. ft. of Sheetrock.

LOW COST JOINT FINISHER—For economical work, Sheetrock Joint Finisher is applied to joints and nail heads, bringing the entire wall to a flush surface ready for decoration. The Finisher can be used with or without Sheetrock linen tape, which adds some reinforcement. One 20-lb. bag of Finisher will treat joints and nail heads on about 2,000 sq. ft. of Sheetrock.

WOODGRAIN PANELING EFFECTS

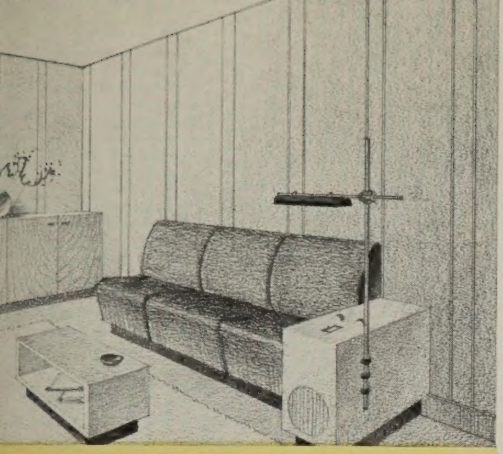
WALNUT, Knotty Pine or Bleached Mahogany, Woodgrain Sheetrock has sufficient beauty for use without panel strips if desired. When relieved by wood or chrome mouldings, however, the charm is frequently increased. Here are several design suggestions with standard mouldings stocked by almost every lumber yard.



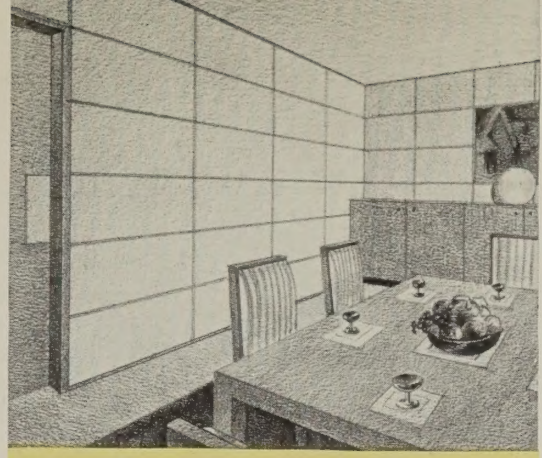


Moulding No. 7—Use No. 7 birch wood mould, shown at left, for intermediate panel effects over Walnut Sheetrock. Mould size ⅜" x 1⅛". Cost about 2c per lineal foot. For chair and joint mould, use same contour as No. 1 only in birch wood, size ⅝" x 2½", stained to match the Walnut Sheetrock surface.

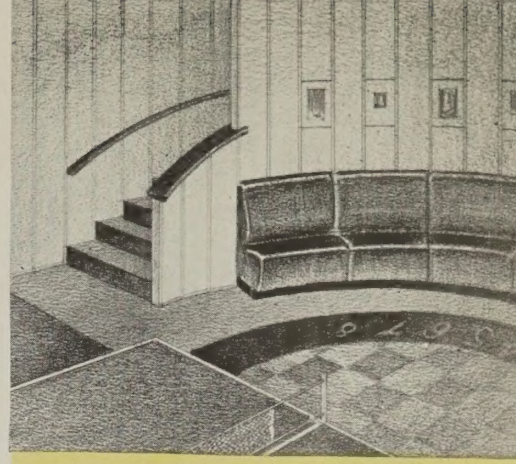
Moulding No. 8—Used on 24" centers on Knotty Pine Sheetrock over joints and intermediate framework. Panel strip shown to left is in pine. Size ⅜" x ¾". Cost about 1c per lineal foot. Stain to match Pine Sheetrock surface. Use No. 6 in pine for cornice trim. Use pine baseboard also, stained to match.



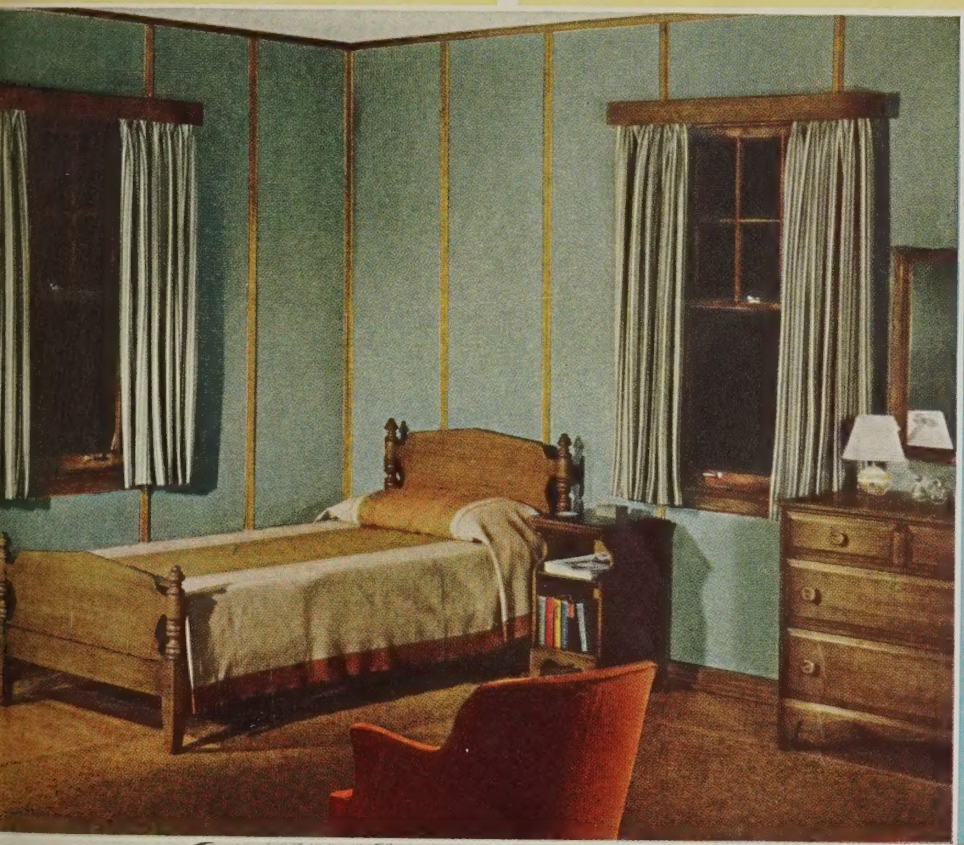
Moulding No. 1—Stock lumber yard panel strip mould to cover joints—either painted or natural finish. Size 5/16" x 1 5/8". Cost about 1¾c per lineal foot.



Moulding No. 2—Stock lumber yard mould applied horizontally and vertically. Size 5/6" x 1⅛". Cost about 2c per lineal foot. Can be silvered, painted or natural finish.

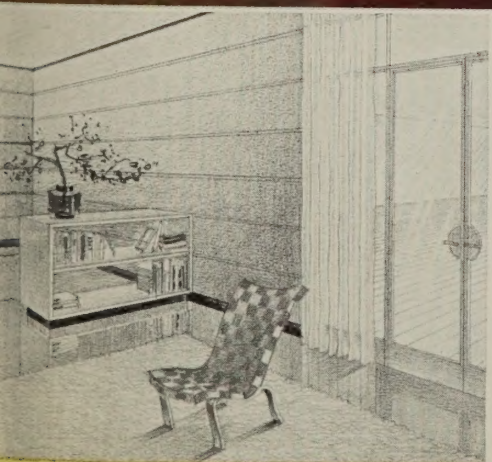


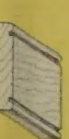
Moulding No. 3—Stock lumber yard mould used vertically. on 24" centers to cover joints and intermediates. Size ½" x 2". Cost about 2½c per lineal foot.



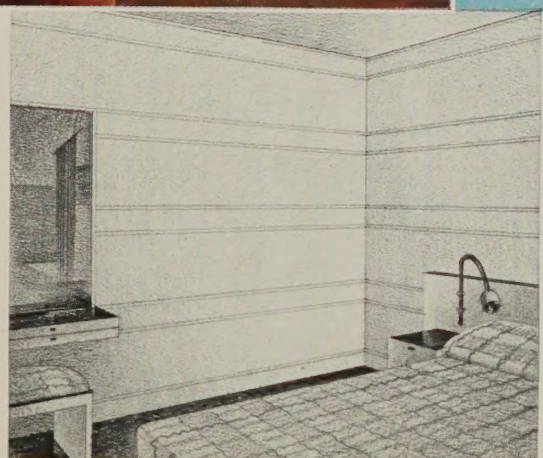
SHEETROCK PANELING EFFECTS

In many cases, where economy or random effects are required, wood panel strips are used over Sheetrock joints. A typical example is the Early American bedroom to the left. The versatile nature of Sheetrock makes it well suited to this treatment—with any type of paint, enamel or calcimine. For those who desire these interiors, any one of the illustrated mouldings are in almost every lumber dealer's stock—all are in the same price range and provide superior beauty to customary lattice strips at a similar cost.

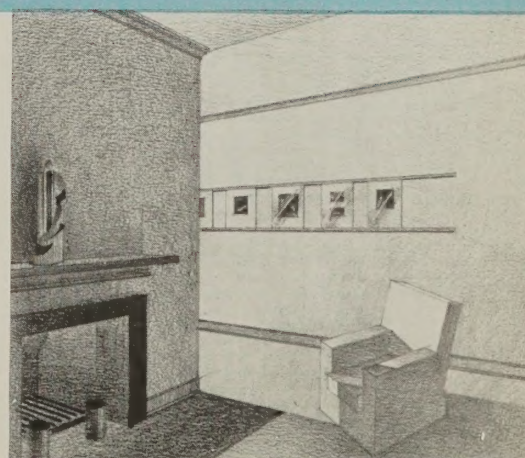


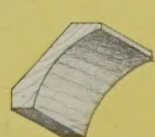


Moulding No. 4—Stock lumber yard mould painted in harmonizing or contrasting color or natural finish—size 7/16" x 2¼". Cost about 3c per lineal foot.



Moulding No. 5—Stock lumber yard mould colored same as background or natural finish. Size ¼" x ¾". Cost about ¾c per lineal foot.





Moulding No. 6—Stock lumber yard cove mould for ceiling angles. Size ¾" x 2¾". Cost about 5¼c per lineal foot.

DECORATION

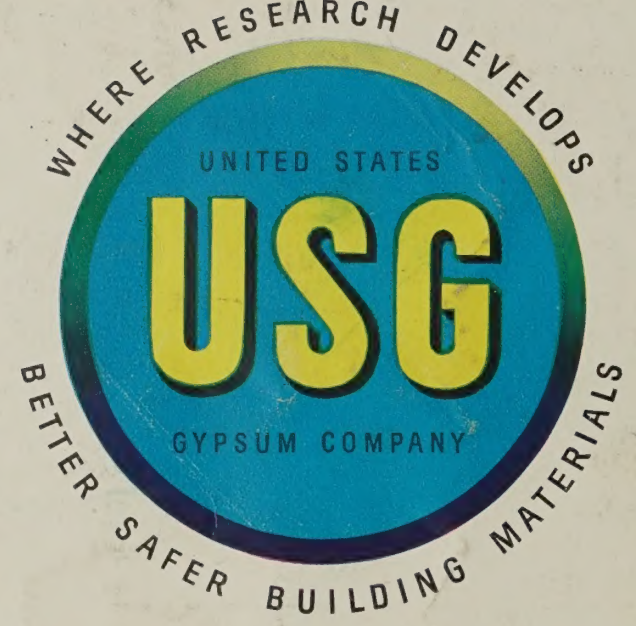
In keeping with the fact that Sheetrock is more than a wallboard—is the great variety of decorative treatments which it makes possible. Any type of beauty treatment, in fact, can be applied to the smooth scuff-proof ivory surface. It has no limitations and can be re-decorated at any time desired. Thus it has unlimited scope for every room in every type of building—for every fancy you may have in paint, paper, enamel, texture or calcimine.

WALLPAPER: When the surface of Sheetrock is further sealed by a prepared or varnish size cut with turpentine, it can be wallpapered or canvased with any material in the customary manner. Such decoration can also be removed and new material applied when the time for change and re-decoration should come. This versatility is possible because the surface of Sheetrock is a smooth, pre-cast, non-absorbent interior finish.

ENAMEL: To provide uniform suction, Sheetrock is sized over the entire surface and joint treatment after application. When dry, the surface receives enamel uniformly and makes full gloss and beauty possible. Smooth, non-absorbent Sheetrock permits the enamel to spread farther and dry to a crisp, reflective finish free from brush marks, ripples or dull spots.

STIPPLE: For those who desire the soft texture of eggshell stipple, U S G Textone plastic paint is recommended over the Sheetrock surface. This is a water-mixed odorless material which is quickly applied before painting is done. Thus any color or combination of colors with a stipple finish is possible over the surface of Sheetrock wallboard. Above is a typical example of the clean application of Textone to Sheetrock.

PAINT: Any type of oil or water paint can be used over Sheetrock. However, U S G Texolite casein water paint has been developed for this purpose—to provide a full range of permanent colors, to dry quickly without odor, to spread farther for full economy and to be washable and re-paintable without trouble or muss (below). Both Textone and Texolite are available through paint dealers everywhere.



NOTE: *All reference to cost in this catalog is an estimating guide only, and is not an accurate price or price range cost in any locality. See your local USG dealer for actual cost.*

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